MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BBM3124 – SMALL BUSINESS MANAGEMENT

17 AUGUST 2022
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages excluding the cover page.
2. Answer all the questions
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

Answer all the questions.

Question 1

You are the SME Corporation Malaysia's corporate communication officer. You have been invited to speak at an event hosted by the Faculty of Management at Cyberjaya's Multimedia University. You are tasked with delivering a speech to final year students on the potential career path for youth entrepreneurs.

Prepare a draft of the speech that describes **TWO (2)** types of rewards together with the relevant examples that are usually associated with the act of founding a small business venture to your audience.

(10 marks)

Question 2

Dexter Orlando is really interested to explore the path to become an entrepreneur. He told you that he wanted to open his own small business that is going to offer customized services on skateboards design and installation. He also plans to sell accessories and merchandises related to skateboard game.

Discuss briefly how BRIE Model can help someone like Dexter who is interested to become a small business owner to act on the opportunity or offer.

(10 marks)

Question 3

According to SME Corporation Malaysia, small business operators and their medium-sized counterparts form a backbone to Malaysia's socio-economic development. Nearly 65% of employment were offered by the Small Medium Enterprises.

Explain **TWO (2)** specific ways in which small businesses could contribute to the economy and community through the business venture.

(10 marks)

Continued...

Question 4

While doing some research about the small business, Layne Cornell discovers that there are several differences between small businesses and high-growth ventures. He went to talk to you about the findings. You begin to record the discussion. What could be the **FOUR (4)** differences between small businesses and growth ventures that you may write down while listening to him.

(10 marks)

Question 5

Successful entrepreneurial behaviour leads to the creation of a new firm that meets the goals of the entrepreneur. Some elements of the entrepreneurial behaviour can be done in the different ways and some elements tend to be more consistent across people.

Distinguish FOUR (4) types of planners that attributes to individual planning style found in the entrepreneurial behaviour.

(10 marks)

Question 6

A crisis is a situation that poses major problem for the small business owner if the issues are not being handled properly.

Provide **FOUR (4)** tips on handling a crisis for small business owners that are adapted from the experience of a large company called Lockheed Martin – a fortune 500 company.

(10 marks)

Question 7

Ideas for new businesses come from a great variety of sources. Discuss **FOUR (4)** general factors that lead to the discovery of business ideas for any individuals who are interested to establish their own business venture.

(10 marks)

Continued...

Question 8

Adele Rose, your neighbour next door, was aware that you are enrolled in a course on small business management this semester. After receiving her Voluntary Separation Scheme payment and becoming unemployed, she is eager to launch her own business selling premium cakes and cookies. She requested your guidance regarding her options.

Provide Adele with TWO (2) justifications for when he should consider a part-time entrepreneurship path or a full-time entrepreneurship path.

(10 marks)

Question 9

One of the shortcuts to open a new small business entity is by purchasing an existing business set-up. Discuss at least **TWO (2)** benefits and **TWO (2)** drawbacks of purchasing existing business

(10 marks)

Question 10

Justify **FOUR (4)** reasons accounting matters for small business owners?

(10 marks)

[Full: 100 marks]

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